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## **Caribbean Basin**

## **Caribbean Import Market for Juices**

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### **Report Highlights:**

**The Caribbean islands import more than \$40 million annually of juices of which the United States is the leading supplier with approximately 66 percent market share.**

**This report highlights market opportunities in the region and focuses specifically on the islands of the Bahamas, Netherlands Antilles, Jamaica, and Bermuda.**

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Includes PSD changes: No

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Miami [C11], C1

## Caribbean Import Market for Juices

### Overview:

The Caribbean region consumes a wide variety of tropical and temperate fruit juices. Popular varieties include citrus, apple, grape, pineapple, cranberry, mixed tropical blends, drinks such as fruit punch containing partial fruit juice, and vegetable blends. A myriad of suppliers from the EU, South America, Canada, and regional producers supply juices throughout the region. Jamaica and Trinidad, for example, export juices to their Caribbean neighbors while small independent producers sell products only within their countries.

The Caribbean import market for juices exceeds \$40 million. With a 66 percent share of the Caribbean import market (based on statistics of five supplying countries; see Table 1), the US is the main supplier of juices sold locally in the Caribbean. The EU is the largest competitor, with smaller quantities also entering from Trinidad and Canada. Jamaica, which has domestic production of its own, exports relatively little.

Table 2 provides a breakdown of US juice exports to the region by market and variety. US exports to the region are dominated by apple, orange, and mixed juice varieties. Table 3 shows that US juice exports to the region have remained relatively stagnant over the last four years.

**Table 1: Juice Exports to the Caribbean from Major Suppliers, 1997**  
(f.o.b. in US\$ 000s)

Importing Country	US	EU	Canada	Trinidad	Jamaica	Total
Bahamas	6,628	106	74	74		6,882
Guadeloupe*	27	4,868		18		4,913
Netherlands Antilles	3,136	311	535	8	1	3,991
Martinique*	102	3,576				3,678
Jamaica	2,883	13	160	39		3,095
Dominican Republic	2,892	120	77			3,089
Bermuda	2,757				2	2,759
Haiti	2,429	10				2,439
Aruba	2,215		144			2,359
St. Lucia	804	271	75	933	2	2,085
Antigua & Barbuda	721	59	79	511	6	1,376
Trinidad & Tobago	1,096	99	149			1,344
Barbados	743	27	41	451	15	1,277

Cayman Islands	755	68	68		2	893
Grenada	57	7	3	697	1	765
British Virgin Islands	641			6		647
St Vincent/Grenadines	29		10	486	5	530
St Kitts & Nevis	103	116		80		299
Dominica	37			193		230
Turks & Caicos	82					82
Anguilla	24	11		3		38
Montserrat	23	3		3		29
Exports by Supplier	28,184	9,665	1,415	3,502	34	42,800
Market Share	66%	23%	3%	8%	>1%	

Source: Official Trade Statistics of the US, EU, Canada

\*EU statistics for these markets are from 1996 (1997 unavailable)

**Table 2. US Selected Juice Exports to the Caribbean by Variety, 1997**

(f.o.b. in US\$ 000s)

Importing Country	Apple	Orange	Grapefruit	Grape	Pineapple	Mixed*
Anguilla	9					11
Antigua & Barbuda	4	96		3	18	13
Aruba	467	488		3	21	48
Bahamas	200	290	22	80	34	452
Barbados	3	236	106	32		70
Bermuda	193	446		6	43	1,312
British Virgin Islands				14		110
Cayman Islands	20	13		3	5	
Dominican Republic	928	304	4	105	47	243
Grenada		39	3			4
Guadeloupe						14

Importing Country	Apple	Orange	Grapefruit	Grape	Pineapple	Mixed*
Haiti	7	126		366	346	750
Jamaica	414	51	12	503	218	471
Martinique	38	24				36
Montserrat	9					
Netherlands Antilles	285	886	3	26	176	577
St Kitts and Nevis	12	8			4	374
St Lucia	69	156	13	38	57	99
Trinidad & Tobago	65	452		82		92
Turks & Caicos		34				6
Total Selected	2,724	3,620	164	1,263	969	4,683

Source: NTDB

\*Includes mixes of fruit and vegetable juices

**Table 3. US Selected Juice Exports to the Caribbean by Variety, 1994-97**

(f.o.b. in US\$ 000s)

Variety	1997	1996	1995	1994
Apple	2,724	1,713	2,251	1,999
Orange	3,620	3,498	3,494	3,679
Grapefruit	164	235	92	79
Grape	1,263	1,120	813	763
Pineapple	969	517	432	997
Tomato	269	727	787	980
Mixed	4,683	6,073	6,191	3,859
Total Selected	13,692	13,884	14,059	12,357

Source: NTDB

Import requirements for juices tend to be minimal and permits are generally not required. Labeling practices are typically equal or less demanding than US food labeling requirements, and products following US guidelines are widely accepted.

## **Bahamas**

**Current Suppliers.** The Bahamas is one of the largest juice markets in the Caribbean. Imports in 1997 totaled \$10.8 million according to official Bahamian statistics (see Table 4). The bulk of juices were supplied by the US and consisted mainly of citrus, apple, and mixed juices. Tropicana, Dole, Welch's, Ocean Spray and Minute Maid are the major US brands carried by local retailers. Most juices are sourced from Miami-based consolidators that supply products of both US and international origin.

Local production, though relatively small, does exist with local juice makers based in the outer islands producing drinks not carried on the main islands.

**Table 4. Bahamas Juice Imports, 1997**

Product	Value (US\$ 000s)	Volume (litres)
Orange	3,042	6,787,628
Mixed	2,774	5,206,357
Apple	1,378	2,736,643
Pineapple	615	1,142,361
Grapefruit	480	1,076,624
Grape	344	710,268
Lemon	135	286,078
Lime	107	174,360
Other citrus	101	315,223
Tomato	19	35,993
Prune	13	28,390
Guava	7	3,452
Other fruit & vegetable	1,827	4,326,762
Total	10,841	22,830,139

Source: Bahamas Department of Statistics

**Distribution and Sales Channels.** Nassau is the largest port in the Bahamas and handles most of the commercial traffic, including food imports. Freeport is currently being expanded to accommodate container vessels. The Bahamas also has five international airports, with the two largest at Nassau and Freeport.

It is estimated that there are less than twenty food wholesalers in the Bahamas, including Asa H. Pritchard, Jagar, D'Albenas, and Nassau Hotel and Restaurant Supply. The Grand Bahamas Food Company and the Thompson Trading Company are two medium-sized wholesalers. The wholesale business is reported to be increasingly competitive as many grocery stores, including warehouse-type discount outlets, are importing direct from manufacturers or through Miami-based wholesalers.

There are over 200 grocery stores in the Bahamas, most of which are small. The three major grocery store chains are City Markets (owned by US-based Winn Dixie), Super Value, and John Chea and Sons. There is also Solomon's that operates both as a traditional wholesaler and as a retailer in that it sells directly to the public out of its warehouse, and Costrite, which is similar to a Costco or Sam's Club in the United States. Costrite, which sells apparel and home furnishings along with food, is a membership club that offers food products packed in bulk and/or institutional-sized quantities.

**Table 5. Selected Juices Offered at Bahamian Supermarkets**

Variety	Brand	Origin	Size	Price (US \$)
Grape	Welch's	US	24 fl oz	2.99
Grape	Welch's	US	12 fl oz	1.25
White Grape	Welch's	US	12 fl oz	1.28
Raspberry	Welch's	US	12 fl oz	1.28
Cranberry	Ocean Spray	US	32 fl oz	4.38
Apple	Very Fine	US	10 fl oz	1.08

Variety	Brand	Origin	Size	Price (US \$)
Orange	Very Fine	US	10 fl oz	1.08
Apple	Mott's	US	10 fl oz	.81
Orange	Mott's	US	10 fl oz	.81
Fruit Punch	Mott's	US	10 fl oz	.98
White Grape	Seneca	US	14 fl oz	4.17
Orange	Bluebird	US	46 fl oz	2.99
Tomato	Campbell's – low sodium	US	1 quart	3.77
Tomato	Campbell's – regular	US	1 quart	3.75
Vegetable	V8 – Healthy Request	US	46 fl oz	1.83

Source: Supermarket survey, December 1998

**Consumer Preferences.** Popular juice brands include Tropicana and Florida Natural citrus juices, as well as Dole and Minute Maid fruit juices and Mott's apple. While these imported varieties are popular on the main islands, the small outer islands have their own locally produced drinks that are not sold on the main islands, including drinks of lemon and lime flavoring. Juice is sold fresh, both canned and in cartons, as well as concentrated.

**Import Requirements.** Since most food imports are brought in from the United States, local food restrictions in the Bahamas follow US quality and safety guidelines. Import permits are not required for juice products.

**Tariffs and Duties.** The government of the Bahamas levies a range of tariffs on juice imports (see Table 6).

**Table 6. Bahamas Tariff Schedule for Juices**  
(rate as a percentage of c.i.f. value)

Product (by harmonized code)	Rate as Percentage
2009.1000 – Orange juice	
Frozen	30
Fresh	10
For infant use	None
Other	50
2009.2000 – Grapefruit juice	
Frozen	30
Fresh	10
For infant use	None
Other	50
2009.3010 – Lemon juice	50
2009.3020 – Lime juice	50
2009.3090 – Other citrus juice	50
2009.4000 – Pineapple juice	
Frozen	30
Fresh	10
For infant use	None
Other	50
2009.5000 – Tomato juice	20
2009.6000 – Grape juice (includes must)	
Frozen	30

Product (by harmonized code)	Rate as Percentage
<i>A Fresh</i>	10
<i>A For infant use</i>	None
<i>A Other</i>	50
2009.7000 – Apple juice	
<i>A Frozen</i>	30
<i>A Fresh</i>	10
<i>A For infant use</i>	None
<i>A Other</i>	50
2009.8010 to 8020 – Guava juice (frozen or other)	20
2009.8030 – Prune juice	50
2009.8040 to 8090 – Other juices (not frozen)	10
2009.9000 – Mixed juices	
<i>A Frozen</i>	30
<i>A Fresh</i>	10
<i>A For infant use</i>	None
<i>A Other</i>	50

Source: Bahamas Customs

In addition, all food products imported into the Bahamas are assessed a stamp tax of 2 percent on the c.i.f. value of the product.

### Curaçao (Netherlands Antilles)

**Current Suppliers.** According to official statistics, the value of Curaçao's juice market in 1997 was US\$3.9 million, an increase of 10 percent over 1996 levels. Table 7 provides a breakdown of Curaçao's major juice suppliers and their relative market share in 1997. The US is Curaçao's major juice supplier, accounting for 59 percent of volume in 1997. Other major suppliers included the Netherlands (13 percent), Mexico (5 percent), Venezuela (4 percent), and Canada (3 percent).

US exports of juices to the Netherlands Antilles

Major varieties exported by the US to the Netherlands Antilles in 1997 were orange, mixed, apple, and pineapple (see Table 8). US juice exports have fluctuated over the last four years. Juices coming in from other sources include Riedel blends from the Netherlands, Italy's Santal brand, Venezuela's Frica and Canada's McCain's.

**Table 7. Curaçao Juice Imports, 1997**

Supplier	Value (US\$ 000s)	Share	Volume (Litres)	Share
United States	2,525	65%	2,573,971	59%
Netherlands	360	9%	560,195	13%
Venezuela	132	3%	179,905	4%
Canada	118	3%	152,722	3%
Mexico	65	2%	208,845	5%
Denmark	56	1%	32,684	1%
Philippines	33	1%	83,805	2%
Peru	32	1%	20,744	<1%

Supplier	Value (US\$ 000s)	Share	Volume (Litres)	Share
Germany	24	1%	38,980	1%
Other	569	15%	536,517	12%
Total	3,915		4,388,368	

Source: Official Statistics of Curaçao

**Table 8. Selected US Juice Exports to the Netherlands Antilles, 1994-97**

(f.o.b. in US\$ 000s)

Variety	1997	1996	1995	1994
Apple	285	444	80	230
Orange	886	1,153	944	824
Grapefruit	3	160	3	38
Pineapple	176	159	107	206
Grape	26	105	34	13
Mixed	578	1,004	808	934
Total Selected	1,376	2,021	1,168	1,311

Source: NTDB

**Distribution and Sales Channels.** Curaçao's major container port is St. Annabaai. The major food wholesalers are Consales, J.P. Maal, Posner's Agencies, and C. Winkel and Zomen. The five main supermarkets are Centrum (2 stores), Esperamos, Las Vegas, Mangusa (2 stores), and Pita (2 stores). Though these supermarkets account for roughly 50 percent of retail food sales, there are over 100 small stores or "mini-markets" located throughout the island for convenience purchases. Cost-U-Less opened in Curacao in March 1999 and features a wide variety of US goods. Cost-U-Less is a U.S. headquartered wholesale club-style store similar to Costco, yet they do not charge a membership fee. They are planning to open a branch in St. Maarten in March 2000.

Table 9 shows product details on juices found at local supermarkets in Curaçao during a December 1998 survey.

**Table 9. Juice Products Found at Curaçao Supermarkets**

Product	Brand/Variety	Origin	Unit	Price (NA Guilders)	Price (US \$)
Apple	Goudappeltje	Netherlands	liter	2.10	1.17
Assorted fruit	Kings	Germany	liter	1.82-2.48	1.02-1.39
Assorted fruit	Santal	Italy	liter	2.81-3.88	1.57-2.17
Assorted fruit	Lovers	N.A.	quart	2.35	1.31
Assorted fruit	Lovers	N.A.	quart	3.35	1.87
Assorted fruit	Lovers	N.A.	16 fl oz	1.45	.81
Assorted fruit	AH	Netherlands	liter	1.99-2.23	1.11-1.25
Assorted fruit	Riedel	Netherlands	liter	3.10-3.90	1.73-2.18
Assorted fruit	Mott's	US	4 pack/4.23 fl oz	2.30	1.28
Assorted fruit	Bluebird	US	6 fl oz	.70-.80	.39-.45
Assorted fruit	Bluebird	US	10 fl oz	1.05-1.07	.59-.60
Assorted fruit	Bluebird	US	11.5 fl oz	1.33	.74
Assorted fruit	Bluebird	US	46 fl oz	2.95-3.50	1.65-1.96



Product	Brand/Variety	Origin	Unit	Price (NA Guilders)	Price (US \$)
Assorted fruit	Tropicana	US	11.5 fl oz	1.22	.68
Assorted fruit	Bluebird	US	11.5 fl oz	1.27-1.44	.71-.80
Citrus	Florida Natural	US	64 fl oz	5.82-6.76	3.25-3.78
Citrus	Florida Natural	US	96 fl oz	10.92	6.10
Cranberry	Ocean Spray	US	32 fl oz	4.61	2.58
Cranberry	Ocean Spray	US	48 fl oz	6.85	3.83
Fruit blend	Riedel	Netherlands	liter	3.90-4.05	2.18-2.26
Fruit blend	Chiquita	US	64 fl oz	7.22	4.03
Fruit blend	Frica	Venezuela	liter	2.72	1.52
Orange	McCain	Canada	3 pack/2.50 ltrs	3.06	1.71
Orange	Mott's	US	3 pack/8.45 fl oz	2.45	1.37
Orange	Season's Best	US	64 fl oz	6.42	3.59
Orange	Season's Best	US	128 fl oz	12.12	6.77
Orange	Sunlight	Canada			
Orange drink	Sunny Delight	US	64 fl oz	5.45	3.04
Orange, apple	Libby's	US	10, 15, 32 fl oz		
Pineapple	S&W				
Prune	Sunsweet	US	64 fl oz	6.95	3.88
Prune	Sunsweet	US	32 fl oz	4.75	2.65
Vegetable blend	V8	US	16 fl oz	2.01-2.16	1.12-1.21
Vegetable blend	V8	US	quart	5.70	3.18

Source: On-site supermarket surveys, December 1998

Note: Exchange Rate (US \$ 1.00 = NA Guilders 1.75)

**Consumer Preferences.** Despite the popularity of citrus and apple juice, retailers report local consumption of a variety of products and supermarket buyers look for a range of juices to meet consumer preferences. Other popular varieties include pineapple, coconut, and tropical mixes. Consumers are receptive to trying new and different products. Juices are offered fresh, frozen and in concentrate, are usually non-carbonated, and come in bottles, cans or cartons.

**Import Requirements.** Although there are no labeling or packaging regulations enforced in Curaçao, imported juices meeting US food safety guidelines generally have no problem clearing Customs.

**Tariffs and Duties.** Curaçao levies two types of import duties: a standard tariff rate against the c.i.f. value of a product and an "economic levy" which applies to locally-produced goods (special duties may apply to other products, such as a special excise tax on alcoholic beverages). The present tariff rate for fruit and vegetable juice imports is 5.5 percent of the c.i.f. value, plus an economic levy of NA Guilders 0.60 (approximately \$0.34) per liter.

## **Jamaica**

**Current Suppliers.** Jamaica is a major producer of citrus and tropical juice products, most of which are consumed locally although small volumes are also exported. Its three major export juices are citrus, pineapple, and passion fruit.

Jamaica also imports large quantities of juices, particularly citrus and temperate varieties. According to official Jamaican statistics, the import market for fruit and vegetable juices totaled US \$5.7 million in 1997. The US accounted for 40 percent of import demand (by volume) in 1997, followed by the UK (27 percent), Thailand (9 percent), and Argentina (5

percent).

**Table 10. Jamaica Imports of Juices, 1997** (value is c.i.f. in US\$ 000s, volume in litres)

Supplier	Value (US\$ 000s cif)	Share	Volume (liters)	Share
US	310	68%	2,309,666	40%
UK	56	12%	1,538,923	27%
Thailand	26	6%	276,985	9%
Argentina	13	3%	540,674	5%
Other	50	11%	1,093,661	19%
<b>Total</b>	<b>453</b>		<b>5,759,909</b>	

*Source: Jamaica Institute of Statistics*

Despite high tariffs and domestic competition, the United States, UK and several other countries have made inroads into the Jamaican juice market. Apple, grape, and pineapple are the most popular juices imported (see Table 11).

**Table 11. Jamaica Imports of Selected Juices by Supplier, 1997**  
(volume in litres)

Source	Apple	Orange	Grapefruit	Grape	Pineapple
US	833,901	68,926	29,687	282,200	152,876
Canada	169,647	15,957	1,626	11,063	
T&T	14,897	13,611	11,661		
Belize		134,159			
UK		10,536		131,618	
Costa Rica					37,837
Argentina				168,578	
Thailand					376,985
DR					84,447
France	20,880			51,907	
Brazil	34,245			33,300	
<b>Total</b>			<b>42,974</b>		<b>620,214</b>
	<b>1,069,482</b>	<b>243,189</b>		<b>678,646</b>	

*Source: Jamaican Institute of Statistics*

**Distribution and Sales Channels.** Jamaica has two major international seaports, Kingston and Montego Bay, which serve the southeastern and northwestern coasts, respectively. The island is serviced by over thirty international shipping lines.

A few large companies import and distribute products on an exclusive basis. These include Grace Kennedy, T. Geddes Grant, Facey Commodity, Wisynco Trading, Charles E. Ramson, Musson, Amalgamated Distributors, MAPP Successors, and Hand Arnold. The main supermarkets are Sovereign Markets, Hi-Lo Food Stores, and Shopper's Fair. There are several types of retail food outlets in Jamaica, including upscale supermarkets, conventional large supermarkets, convenience supermarkets, local family markets, convenience stores, wholesale markets, specialty and street vendors.

Table 12 gives a representative list of juices found at local supermarkets during a December 1998 survey.

**Table 12: Selected Juice Products Found at Jamaican Supermarkets**

Variety	Brand	Origin	Size	Price (Jamaica \$)	Price (US \$)
Carrot juice	Grace brand	Jamaica	540 ltr	35.99	.99
Pine Cherry Mix	Grace brand	Jamaica	540 ltr	37.99	1.04
Pineapple	Grace brand	Jamaica	540 ltr	37.99	1.04
Fruit Punch	Grace brand	Jamaica	540 ltr	37.99	1.04
Vegetable Mix	V8 Splash brand	US	473 ltr	25.00	.69
Orange Drink	Sunny Delite	US	1.89 ltr	90.00	2.48
Orange Juice	Buckingham	Jamaica	1.89 ltr	89.99	2.48
Grapefruit Juice	Grace	Jamaica	341 ltr	20.00	.55
Pineapple Juice	Wakefield	Jamaica	1.89 ltr	111.89	3.09
Apple Juice	Mott's	US	64 fl oz	210.00	5.79
Apple Juice	Welch's	US	296 ltr	31.50	.87

Source: On-site supermarket survey, December

Note: Exchange rate (US\$ 1.00 = J\$ 34.75)

**Consumer Preferences.** According to sources, the most popular variety of imported juice is apple. Grape juice is also popular, followed by mixes like tropical blend. Although orange and pineapple juices are produced locally, these do not sell as well as the imported brands due to limited or inconsistent supply. Vegetable juices are also important, with brands like V8 leading the market with tomato, carrot and fruit-vegetable mixes.

**Import Requirements.** Despite high tariffs and strong competition from domestic and third-country suppliers, there are no bans on juice products entering Jamaica and import permits are not required for juices.

Juice imports are subject to Jamaican labeling guidelines, which are similar to those of the US. In addition to requiring content description and expiration date of the product, all descriptive information must utilize the metric system of weights and measures where appropriate.

**Tariffs and Duties.** The following duties apply to Jamaican imports of juices:

1. Standard tariff rate (see Table 13) levied against CIF value;
2. Stamp duty (see Table 13, applicable on certain products) levied against the sum of the CIF value and standard tariff amount;
3. General Consumption Tax (see Table 13, applicable on certain products) levied against the sum of the CIF value and the first two duties.
4. Jamaican Customs "users fee" of J\$100 (less than US\$3) on all imported shipments.

As a result of Jamaica's status as a juice producer and exporter, the government maintains a complicated tariff schedule for juices with rates ranging from 0-40 percent, depending on the product. Certain varieties of apple and grape juice, for example, are levied the consumption tax only, while other citrus varieties are charged a 40 percent tariff in addition to stamp and consumption duties.

**Table 13. Jamaican Tariff Schedule for Juices (rate as a percentage of c.i.f. value)**

Product (by harmonized tariff code)	Import Duty	Additional Stamp Duty	Consumption Tax
2009.1000 – Orange juice			
Concentrated, whether or not sweetened	40	32.8571	15
Preparations for infant use	10	69.0909	15

Nesoi	40	32.8571	15
2009.2000 – Grapefruit juice			
Concentrated, whether or not sweetened	40	32.8571	15
Preparations for infant use	10	-	15
Nesoi	40	-	15
2009.3000 – Lime juice			
Concentrated, whether or not sweetened	40	-	15
Preparations for infant use	10	-	15
Nesoi	40	-	15
2009.3090 – Other single citrus			
Fruit juice for infant use, for retail sale	10	69.0909	15
Nesoi, whether or not sweetened	40	32.8571	15
2009.4000 – Pineapple juice			
Concentrated, whether or not sweetened, not in retail packages	20	55	15
Preparations for infant use, whether or not sweetened, for retail sale	10	69.0909	15
Nesoi	25	48.8	15
2009.5000 – Tomato juice			
Concentrated, whether or not sweetened, not in retail packages	-	-	15
Preparations for infant use, whether or not sweetened, for retail sale	10	-	15
Nesoi, whether or not sweetened	25	-	15
2009.6000 – Grape juice			
Concentrated, unfermented and not containing added spirit, whether or not sweetened, not in retail packages	42	-	15
Unfermented and not containing added spirit, whether or not sweetened	42	-	15
Unfermented and not containing added spirit, whether or not sweetened, for infant use, for retail sale	42	10	15
Nesoi, unfermented and not containing added spirit, whether or not sweetened	42	25	15
2009.7000 – Apple juice			
Unfermented and not containing added spirit, concentrated, whether or not sweetened, not in retail packages	42	-	15
Unfermented and not containing added spirit, whether or not sweetened, for infant use, for retail sale	42	10	15
Nesoi, unfermented and containing added spirit, whether or not sweetened	42	25	15
2009.8010 to 8030 – Passion fruit juice			
Unfermented and containing added spirit, whether or not sweetened, concentrated, not in retail packages	20	-	15

Unfermented and containing added spirit, whether or not sweetened, for infant use, for retail sale	10	-	15
Nesoi, unfermented and not containing added spirit, whether or not sweetened, in retail packages	25	-	15
2009.8040 to 8060 – Tamarind juice			
Unfermented and containing added spirit, whether or not sweetened, concentrated, not in retail packages	20	-	15
Unfermented and containing added spirit, whether or not sweetened, for infant use, for retail sale	10	-	15
Nesoi, unfermented and not containing added spirit, whether or not sweetened, in retail packages	25	-	15
2009.8070 to 8090 – Juice of any other single fruit or vegetable			
Unfermented and containing added spirit, whether or not sweetened, concentrated, not in retail packages	20	-	-
Unfermented and containing added spirit, whether or not sweetened, for infant use	10	-	15
Nesoi, unfermented and not containing added spirit, whether or not sweetened	25	-	15
2009.9000 – Mixtures of juices			
Preparations of grapefruit and orange juice, unfermented and not containing added spirit, whether or not sweetened, for infant use, for retail sale	10	69.0909	15
Mixtures of grapefruit and orange juice, nesoi, unfermented and not containing added spirit, whether or not sweetened	40	32.8571	15
Preparations of pineapple-based juices, unfermented and not containing added spirit, whether or not sweetened, for infant use, for retail sale	10	69.0909	15
Pineapple-based juices, nesoi, unfermented and not containing added spirit, whether or not sweetened	25	48.8	15
Mixtures of juices, nesoi, unfermented and not containing added spirit, whether or not sweetened, for infant use, for retail sale	10	-	15
Mixtures of juices, fruit and/or vegetable, nesoi, unfermented and not containing added spirit, whether or not sweetened	25	-	15

Source: Jamaica Customs Integrated Tariff, Series 19960422

## **Bermuda**

**Current Suppliers.** The US is the largest supplier of fruit and vegetable juices to Bermuda, accounting for 98 percent of imports by value. Table 14 provides a breakdown of Bermuda's top juice suppliers by value for the years 1995-1997. Imports have remained rather steady over the period, ranging from \$3.2 million to \$3.4 million per year.

Major varieties of juices supplied by the US are shown in Table 15.

**Table 14. Bermuda Juice Imports, 1995-97 (f.o.b. in \$ US 000)**

Supplier	1997	1996	1995	Current share (1997)
United States	3,096	3,268	3,233	97.81%
Germany	10	2	2	0.33%
Canada	9	22	37	0.28%
UK	47	29	37	1.48%
Venezuela	3	1	3	0.09%
Denmark	0	22	11	n.a.
Dominica	0	26	0	n.a.
Jamaica	.3	0	2	0.01%
Other	.2	3	.7	0.01%
<b>TOTAL</b>	<b>3,165</b>	<b>3,372</b>	<b>3,325</b>	

Source: Bermuda Department of Statistics

**Table 15. US Juice Exports to Bermuda by Variety, 1994-97**  
(f.o.b. in \$ US 000)

Variety	1997	1996	1995	1994
Apple	193	96	124	138
Orange	446	194	299	619
Grape	6	11	24	3
Pineapple	43	7	4	4
Mixed	1,312	1,369	1,297	780
Total Selected	1,999	1,678	1,748	1,542

Source: NTDB

**Distribution and Sales Channels.** There is one port at Hamilton that serves all ocean freight with shipments arriving once or twice a week. Air freight is expensive (around \$0.40/lb) and is expected to increase to as much as \$0.80-\$0.96/lb due to future cutbacks in airline service. It is hoped that increased coordination among shippers will make ocean freight more flexible. For example, weekly food shipments from Salem and Elizabeth, New Jersey, are expected to begin arriving on different days of the week instead of the same day; in effect, wholesalers will be able to rely on two shipments per week instead of one.

Bermuda's supermarkets include The Marketplace, Arnold's, Lindo's Family Foods, The Supermart, and White's. While a few independent importers operate on the island, most retailers are supplied by a handful of importer/distributors including Butterfield Vallis, BGA Group, A.C.Brewer Distributors, and Viking Food Ltd. In addition to the retail sector, these groups also handle the majority of food distribution for hotels, restaurants and institutional food buyers.

Table 16 provides a list of selected juices at local supermarkets during a December 1998 survey.

**Table 16. Selected Juices Found at Bermuda Supermarkets**

Product	Brand/Variety	Origin	Size	Price (US \$)
Orange	Tropicana	US	64 oz	2.99
Orange	Tropicana Pure	US	64 oz	3.79

Product	Brand/Variety	Origin	Size	Price (US \$)
	Premium			
Grape	Welch's	US	64 oz	4.47
Grape	Ribena	UK	3 pack	1.95
Prune	Sunsweet	US	48 oz	3.75
Apple	White House	Canada	64 oz	1.99
Apple	Motts	US	64 oz	3.05
Mixed	Hawaiian Punch	US	pack	1.00
Mixed berry	Tropicana	US	64 oz	2.00
Prune	Del Monte	US	32 oz	2.45
Citrus blend	Sunny Delight	US	64 oz	2.69
Clamato	Motts	US	32 oz	1.99
Fruit blend	Minute Maid, frozen	US	12 oz	.94
Cranberry	Ocean Spray	US	64 oz	3.99
Lemon	White Rose		32 oz	1.65

Source: On-site supermarket surveys, December 1998

**Consumer Preferences.** According to retailers the most popular juice varieties are apple and citrus, with a ratio of citrus to apple purchases of 1:1. Popular citrus drinks include orange and pink grapefruit juices from Florida. Tropicana is the local market leader, followed by Minute Maid and Sunny Delight. Popular brands of apple juice include Musselman's, followed by White House and Mott's. Other notable sellers include cranberry and grape juices from Ocean Spray and Welch's, respectively.

**Import Requirements.** There are no specific labeling requirements for imported juices. The basic requirement for food products across the board is that they conform with the pure food and drug requirements of the country of origin. Labeling that meets the standards of the product's country of origin is normally accepted in Bermuda. The import of any food or drink containing cyclamates is prohibited.

**Tariffs and Duties.** In Bermuda, juices are subject to a 5 percent tariff. In addition, all imported goods are also assessed a "wharfage tax," which includes an additional charge of 1.01 percent of value for use of the dock or airport of entry. There are no VAT or stamp taxes for goods imported to Bermuda.